LEO BURNETT U.S.A.
Ad No. 4239—BLUE MOUNTAIN BREAK—LIGHTS—Req. No. 60110—Page—9⅞ x 12¼ in.—Supplements, 1978 (A)
Printed in U.S.A.

New Marlboro Lights 100's

Lighter in taste. Lower in tar.
And still offers up the same quality
that has made Marlboro famous.

The spirit of Marlboro in a low tar cigarette.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 12 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report Aug.'77
100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

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